

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
29 January 2004 (29.01.2004)

PCT

(10) International Publication Number
WO 2004/009355 A1

(51) International Patent Classification⁷: B32B 27/32, C08J 5/18

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(21) International Application Number:
PCT/EP2003/007774

(22) International Filing Date: 17 July 2003 (17.07.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
0216768.2 19 July 2002 (19.07.2002) GB
0224289.9 18 October 2002 (18.10.2002) GB

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(81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

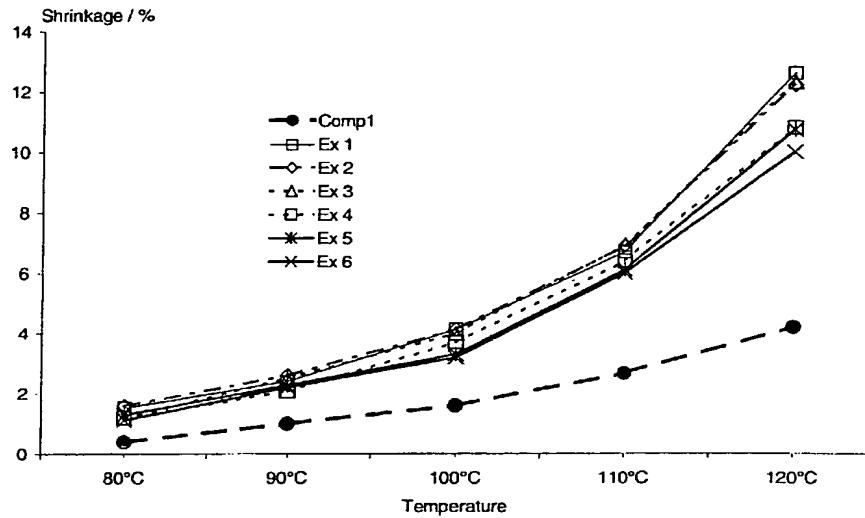
Published:

— with international search report

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(54) Title: POLYMERIC FILM

(% Shrinkage MD) – Table 7



(57) Abstract: There is described a biaxially oriented polyolefin single or multi-layer film which comprises at least one core layer comprising a propylenic polymer component and either an ethylenic polymer component (preferably 0.2% to 8% by weight of core layer) or a styrenic polymer component (preferably 0.2% to 25% by weight of core layer). The films have a dynamic loss modulus (E''), at 3 Hz and 25°C, of 28 to 136 MPa (TD) and/or 73 to 135 MPa (MD) as well as a dynamic storage modulus (E'), at 3 Hz and 25°C, of 630 to 2800 MPa (TD) and/or 1300 to 3000 MPa (MD). These films are suitable for use as a label facestock with improved conformability for example to provide improved labels for squeezable containers.

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